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ABSTRACT

Because of its Reach-Out Program, Florida Keys Community College (FKCC) has been successful in recruiting black high school students to achieve its highest proportion of racial parity in first-time-in-college enrollments (i.e., 5.2%). Through its Eighth Grade Visitation Program, High School Recruitment Program, and other components, the Reach-Out Program has attempted to: (1) identify students who do not realize the value of postsecondary education; (2) counsel/advise students and parents through the Financial Aid Awareness Seminar, College Visitation Day, and Eighth Grade Visitation Program, as well as the FKCC slide show; (3) provide supplemental instruction in study skills through the publication of "Your Quick Guide to Success in College"; and (4) offer instruction on the relationship between learning skills and economic/social mobility in mini-lectures presented during the Visitation Program and College Visitation Day. This report on the Reach-Out Program includes a summary of 1984-85 activities; descriptions of each aspect of the program; and the program proposal narrative. (LAL)

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# FLORIDA KEYS COMMUNITY COLLEGE'S COLLEGE REACH-OUT PROGRAM

Deborah Warfield
Coordinator of Admissions

October 9, 1985

IC 860 451

FINAL FINANCIAL STATUS AND PROJECT COMPLETION REPORT

COLLEGE REACH-OUT PROGRAM
Grant Period - FY 1984-85

FLORIDA KEYS COMMUNITY COLLEGE
Name of Institution

FKCC's REACH OUT PROGRAM
Project Title

$2,937.56
State Grant Amount

CERTIFICATION - I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.

Deborah Warfield
Project Director's Signature

Deborah Warfield
Coordinator of Admissions
Typed Project Director's Name and Title

Oct. 9, 1985
Date Report Sig

President of Institution's Signature
Date Report Sig

| | Actual Expenditures as of June 30, 1985 | | Payments made by Sept. 30, 1985 on encumbrances as of June 30, 1985 | | TOTALS | |
|---|---|---|---|---|---|---|
| | State Grant | Institution* | State Grant | Institution* | State Grant | Institution |
| 1. Personnel Salaries | | | | | | 2404.76 * |
| 2. Personnel Fringe Benefits | | | | | | |
| 3. Travel | | | | | | |
| 4. Supplies | 132.50 | | | | 132.50 | |
| 5. Telephone | | | | | | |
| 6. Printing | 850.00 | | 145.00 | | 995.00 | |
| 7. Instructional/Education Materials | 73.00 | | 29.95 | | 102.95 | |
| 8. Equipment Rental (Rent Only if specialized and not available at institutions.) | | | | | | |
| 9. Equipment Purchase (Only if specialized and not available at institutions.) | 1029.31 | | 145.00 | | 1174.31 | |
| 10. Totals | 2084.81 | | 319.95 | | 2404.76 | 2404.76 |

*Institutional Project Cash Utilized, If Applicable.

* IN KIND SERVICES

Florida Keys Community College serves as the only postsecondary educational institution in Monroe County. The main campus is located near the city of Key West, which is the most populated area of the County. This is also where the majority of the Black and other minority population reside.

Due to various factors (i.e., high cost of living, limited number of professional jobs, etc.), many of the residents of Key West can be classified as economically disadvantaged.

Because of an active, on-going recruitment program, Florida Keys Community College has been successful in recruiting black high school students to achieve the highest proportion of racial parity in first-time-in-college enrollments: 5.2%. The Eighth Grade Visitation Program and the High School Recruitment are the college's reach-out activities primarily responsible for this racial parity.

Florida Keys Community College is committed to increasing the enrollment of students who may be economically and/or academically disadvantaged, yet desiring and able to profit from a college education. The College's budget restrictions have not allowed for the purchase of additional and/or new equipment and services to enhance the existing recruitment activities. Consequently Reach Out funds were requested to purchase audio-visual equipment and for printing "Your Quick Guide to Success in College".

Of the five listed activity guidelines, FKCC's Reach-Out Program addressed the Following:

a. Identification of students who do not realize the value of postsecondary education. This was addressed indirectly as "all" of the Eighth Graders and High School Seniors were invited to the programs.

c. Counseling/advising students and parents was addressed through the Financial Aid Awareness Seminar, College Visitation Day and Eighth Grade Visitation as well as the FKCC Slide Show.

d. Supplemental instruction in study skills was provided through the publication of "Your Quick Guide to Success in College".

e. Instruction on the relationship between learning skills and economic/social mobility was provided through the mini lectures presented by the FKCC Student Services Staff and faculty during the Eighth Grade Visitation Program and the College Visitation Day.

The project was a success in that it allowed FKCC to enhance the already existing and successful reach-out activities. However, due to circumstances beyond our control, we were not able to expend our complete allotment. We were unable to locate a "good" updated career slide show or 16 mm film to show to the Eighth Graders or to the High School Seniors. We also experienced major difficulties in receiving out of town purchases. Although a portable folding table and silk screened table cover to use with our display were ordered in May, we did not receive these products before the end of the project. But in total the equipment purchased greatly improved our recruitment activities and we couldn't have accomplished these changes without the assistance of this grant.

The FKCC Reach-Out Program can be adapted to almost any other college campus. Experiences can be shared with others via the various state-wide conferences such as the FACC Student Development Commission Spring Conference, FACC Regional Conference and/or the Council of Student Affairs Meetings. Perhaps the results of all Statewide Reach-Out Projects can be disseminated after all the Final Projects have been received.

In addition to the cooperation received from the FKCC Student Services Staff, the Financial Aid Office, EA/EO Coordinator, the faculty, administrators and students, there was also cooperation from Key West High School, Marathon High School, Mary Immaculate High School, and Horace O'Bryant Middle School regarding on-campus activities

The project accomplished its goals through the following:

1. Improving the in-house slide show presentations by purchasing a complete camera outfit, projector stand, and professionally designed slides.

2. Printing of a college survival skills booklet which was distributed to all Monroe County High School Seniors.

3. Increasing the visibility of FKCC during outreach activities by purchasing the electronic display sign, and slogan buttons.

4. Improving college announcements and/or invitations to students and/or their parents by purchasing an educational clip art package.

5. Providing staff development to those involved with minority recruitment by purchasing Effective Ways to Recruit and Retain Minority Students.

6. All of the above have helped to increase motivation and interest of educationally or economically disadvantaged students as well as to enhance the visibility of FKCC in the community. These enhancements have also assisted in fostering the cooperation between the College and Monroe County High Schools.

7. There is also strong evidence that some of the long term objectives are progressing favorable, i.e. maintaining or increasing racial parity and increasing the enrollment at FKCC of local high school graduates.

APPLICATION FOR PROJECT GRANT
FLORIDA PUBLIC POSTSECONDARY EDUCATION
COLLEGE REACH-OUT PROGRAM
1984-85

1. Name and Address of Applying Institution:

FLORIDA KEYS COMMUNITY COLLEGE

One College Road

Key West, Florida 33040

2. Project Title: FKCC's Reach-out Program

3. Name, Title and Address of Project Director:

Deborah Warfield, Coordinator of Admissions/Counselor

Florida Keys Community College

Key West, Florida 33040

Telephone Number: (305) 296-9081 ext. 250

4. Proposed Funding for Project:

State ($20,000 limit) . . . . . $ 6,710

**Institutional Matching. . . . . $ 6,780

Total . . . . . $ 13,490

5. Area of project impact - names of cities, counties, etc.

Monroe County

6. Estimated total number of persons to benefit: 1,500 students

7. Identify category (or categories) of persons to be served, e.g., students, administrators, etc. Monroe County Students Grades 8 - 12 and their parents

8. Identify goal(s) and commitment(s) to College Reach-Out to which this project is directed. To improve FKCC's Reach-out Program and ultimately increase the college enrollment of economically or educationally disadvantaged high school students.

9. Name and Signature of President:

William A. Seeker
Typed Name

Signature



**Matching with available institutional funds or in-kind services.

AMENDED BUDGET

FLORIDA POSTSECONDARY EDUCATION
COLLEGE REACH-OUT PROGRAM
PROPOSED GRANT BUDGET - 1984-85

FLORIDA KEYS COMMUNITY COLLEGE
(Name of Institution)

FKCC'S REACH-OUT PROGRAM
(Project Title)

| | | | |
|---|---|---|---|
| 1. | Personnel Salaries | | $ 5,200.00 |
| 2. | Personnel Fringe Benefits | | 1,040.00 |
| 3. | Travel | | 40.00 |
| 4. | Supplies | | 200.00 |
| 5. | Telephone | | -- |
| 6. | Printing | | 850.00 |
| 7. | Instructional/Education Materials | | 610.00 |
| 8. | Equipment Rental (Rent only if specialized and not available at institution.) | | -- |
| 9. | Equipment Purchase (Only if specialized and not available at institution.) | | 1,477.56 |
| 10. | Total Costs | | $ 9,417.56 |
| **11. | Less Institutional Project Expenditures Matching | $ 6,480.00 | |
| 12. | Grant Funds Requested from State (maximum $20,000) | | $ 2,937.56 |

**Matching with available institutional funds or in-kind services.

The REACH-OUT PROGRAM will be coordinated by Ms. Deborah Warfield, (Coordinator of Admissions/Counselor). She will have the active cooperation of the FKCC Student Services Staff, and the Student Services Staffs of the local high schools and junior high school. Since this is an enhancement of an on-going program, there is no foreseable reason why it should not continue to be a success.

Among the five listed activity guidelines, the FKCC REACH-OUT PROGRAM specifically relates to those of paragraph 4 lettered a,c,d,e.

The objectives of the program include strengthening the educational motivation and preparation of low income or educationally disadvantaged middle and high school students by informing them of career and educational options, availability of financial aid, benefits of a postsecondary education for the world of work, collegiate requirements and services, and college survival skills.

Ultimately the goal is to increase the enrollment of first-time in college students, and to maintain or increase racial parity. Accomplishing this at the community college level will have a positive impact on Florida's Pulic University System by producing additional transfer students and/or a positive impact on Florida's labor force by producing competent workers. The relatively small amount of funding requested for FKCC's COLLEGE REACH-OUT PROGRAM will pay dividends much greater than the costs.

PROPOSAL NARRATIVE

SECTION 1. NEED

Florida Keys Community College serves as the postsecondary educational institution for Monroe County, which consists of the Florida Keys. The main campus is located near the City of Key West and evening satellite centers are located in Marathon and Tavernier. Florida Keys Community College also operates a continuing and community education center in the heart of downtown Key West.

According to a recent census, the population of Monroe County is approximately 63,188. The most populated area of Monroe County is Key West (24,382), an island measuring 3½ miles by 5 miles. This is where the majority of the black population resides.

The primary industry of Monroe County is tourism. The number of professional and high technology jobs are limited and competition for these jobs is high. Even though many people hold multiple jobs, the mean household income in Key West is approximately $16,200. In addition, Monroe County is the highest cost of living area in the State of Florida and 48% of the housing units in Key West are rental property. Due to these various factors, many of the residents of Key West can be classified as economically disadvantaged.

Florida Keys Community College has a very active recruitment program which is coordinated through Student Services with the assistance of S.T.A.R.R. (Special Task Force on Articulation, Retention and Recruitment). Because of this active, on-going recruitment program, Florida Keys Community College has been successful in recruiting black high school students to achieve the highest proportion of racial parity in

first-time-in-college enrollment: 5.2% The Eighth Grade Visitation Program and the High School Recruitment Program are the college's reach-out activities primarily responsible for this racial parity.

Florida Keys Community College is committed to increasing the enrollment of students who may be economically and/or educationally disadvantaged, yet desiring and able to profit from a college education after high school. Funds are requested to purchase additional and/or new equipment and services in order to enhance FKCC's existing College Reach-Out Program. The existing budgets have not allowed for these improvements to take place.

SECTION 2. MEETING THE NEED

Florida Keys Community College proposes to enhance two of the most successful of the REACH-OUT activities: The Eighth Grade Visitation Program and the High School Recruitment Program.

## EIGHTH GRADE VISITATION PROGRAM

This program is coordinated by Mr. Elbridge Curry, who is a black counselor at FKCC with a M.Ed. The Eighth Grade Visitation Program was selected by the FACC Student Development Commission as an Exemplary Practice.

Each Spring local eighth grade students are invited to FKCC in groups of 50 each day for five days. They meet initially in a classroom, where they are told by the Dean of Students about programs available in college (academic and vocational), the higher education system, the importance of course selection in high school, the availability of financial aid and the career decision-making process. They are then shown a 20-25 minute career oriented filmstrip and taken on a half-hour guided tour of the campus by members of the Student Services Staff and FKCC students. The tour includes both academic and vocational areas, the Learning Resources Center and Math/Science Laboratory. The groups then meet at a designated time for refreshments.

Both the Student Services Staff at the College and the Middle School feel that the eighth graders are not really aware of the values of postsecondary education and that they need to begin thinking seriously

about the consequences of dropping out of school, and the positive relationship between good learning skills with economic and social mobility. The eighth graders are also made aware of the career decision-making process and the variety of programs available at institutions of higher learning to help them reach their career goals. (Addresses activity guidelines a,d,e)

The ultimate objectives of the Eighth Grade Visitation Program are to strengthen the educational motivation of these students and to eventually increase the numbers of economically or educationally disadvantaged students enrolling at FKCC or other institutions of higher education.

The publicity FKCC receives in the local newspaper about the Program and the parents' awareness of the Program promotes additional positive public relations for the College.

Funds are requested to purchase several short career oriented 16 mm films geared to this age level to replace the outdated filmstrip that is currently being used for the Eighth Grade Visitation Program.

HIGH SCHOOL RECRUITMENT PROGRAM

This program is supervised by the Coordinator of Admissions/ Counselor, Ms. Deborah Warfield (M.S. Counseling Psychology). It is a four-fold program consisting of the following parts:

1. Periodic visits to the high schools with the FKCC display
2. Small group "rap sessions" with the seniors at the local high schools
3. An evening financial aid seminar for interested parents and students.
4. College Visitation Day -- Seniors on FKCC Campus

PERIODIC VISITS

Periodically, the Coordinator of Admissions/Counselor and the Financial Aid Officer make visits to the local high schools during the lunch periods. They set up the FKCC display outside of the cafeteria. Information is given to 9th - 12th graders regarding academic and vocational programs offered at FKCC as well as information on transferring to the Universities. Students are informed of collegiate requirements, activities and opportunities. College catalogs, brochures and schedules are distributed. The table top display visually depicts campus life at FKCC: its students and programs. This display is an essential tool in college REACH-OUT activities. (Addresses activity guideline c)

Funds are being requested to purchase a light weight portable folding table and an electronic display sign to enhance our appearance and improve our mobility.

RAP SESSIONS

Small group "rap sessions" conducted by the Coordinator of Admissions/Counselor, Financial Aid Officer and Testing Coordinator are held at the local high schools with the Seniors. The Seniors are informed by the Testing Coordinator of Placement, CLEP & CLAST testing programs and how to prepare for them. The Financial Aid Officer informs them of the availability of aid and the steps necessary to apply for it. The Coordinator of Admissions/Counselor shows a locally produced slide presentation depicting FKCC requirements, programs, activities and services, and discusses with them the benefits of postsecondary education and the world of work. (Addresses activity guidelines c,e)

Funds are needed to improve the quality of our slide shows as well as improve the mobility of our presentations. These funds will be used to purchase necessary equipment: a graphic slide composer, a portable folding AV cart, a Kodak slide projector with a synchronized sound and a built in Public Address System, a 70 x 70 projector screen and a 34 mm automatic camera. This equipment will also be useful for the Eighth Grade College Visitation Program and the other components of the High School Recruitment Program.

EVENING SEMINAR

Each Spring during Financial Aid Awareness Week, an evening

seminar is held at FKCC for the parents of Monroe County High School Seniors and other interested persons. The seminar is almost identical to the small group "rap sessions" except that the Financial Aid Officer actually goes through the FAF step-by-step with the parents. (Addresses activity guidelines a,c,e)

The equipment requested for the previous component of the High School Recruitment Program is also necessary to improve the Evening Seminar.

COLLEGE VISITATION DAY

During the Spring Term, Monroe County High School Seniors are invited to spend several hours on our campus for College Visitation Day. Before Visitation Day, a needs assessment is conducted by the Coordinator of Admissions to ascertain what topics the Seniors feel should be included in the program.

The Seniors meet initially in the Tennessee Williams Fine Arts Center for a general session which includes welcomes made by the President, Dean of Student Services and EA/EO Coordinator and a FKCC slide show set to music. They are then broken down into smaller groups and taken on a guided tour of the campus by FKCC students. The tour includes both academic and vocational areas, the Learning Resources Center, Math/Science Laboratory and the I.M.T.S. Lab.

The Senior then select several mini-seminars according to their

needs and/or interests. Some of the topics covered are: career options in various programs; how to select a major and/or college, and getting the most out of college. An all-campus picnic with FKCC faculty, staff and students concludes the program.

A new phase to be established by the Coordinator of Admissions in the High School Recruitment Program is to devise a publication geared to assist the high school student in moving on after graduation with an emphasis on college survival skills. (Addresses activity guidelines c,d,e)

Funds are requested for this publication and the equipment mentioned earlier.

SECTION 3. PROBABILITY OF SUCCESS

At Florida Keys Community College the coordination for the REACH-OUT PROGRAM will reside with Deborah Warfield, Coordinator of Admissions/Counselor. She will have the active cooperation of the following individuals:

Ms. Patricia Anderson, Dean of Student Services, M.Ed.
Mr. Theodore Chandler, EA/EO Coordinator, M.A.
Mr. Elbridge Curry, Counselor, M.Ed.
Mr. Jim Kennedy, Financial Aid Officer, B.S.
Mrs. Wendy Rude, Testing Coordinator, B.A. (1985)
Additional Counselor with Masters Degree
FKCC Student Services Support Staff
Student Services Staff - Key West High School
Marathon High School
Mary Immaculate High School
Horace O'Bryant Junior High School

Since this is an enhancement of an on-going and active program, there is no foreseeable reason why the REACH-OUT PROGRAM should not continue to be an immense success strengthening the educational motivation and preparation of low income or educationally disadvantaged students in grades 8 - 12 desiring and able to profit from college education after high school.

SECTION 4. DISSEMINATION

The REACH-OUT PROGRAM cannot help but continue to be effective in stimulating greater interest and a higher motivational level among economically or educationally disadvantaged 8th - 12th grade students.

The FKCC REACH-OUT Program can be adapted to almost any other college campus. Experiences can be shared with others via the various state-wide conferences such as FACC Student Development Commission Conference, FACC Regional Conference, and/or the Council of Student Affairs Meetings.

The information received in terms of EA/EO will be shared with the campus EA/EO Coordinator.

SECTION 5. COOPERATION

As outlined in Section 3, the REACH-OUT PROGRAM will be coordinated by Deborah Warfield, Coordinator of Admissions at FKCC with active participation by the Student Services Staff, Financial Aid Office and the EA/EO Coordinator. An agreement already exists between Key West High School, Marathon High School, Mary Immaculate High School and Horace O'Bryant Junior High School regarding the Reach-Out Activities. There is a high degree of cooperation among all associated personnel and relevant activities.

SECTION 6. ACCOMPLISHMENT OF OBJECTIVES

The grant funds requested for the College REACH-OUT PROGRAM will have met the program objects through evidence of:

- Updated Career oriented audio-visual aids
- Improved in-house slide show productions
- Increased mobility of the college display and audio-visual presentations
- Printing of a "moving-on to college" publication
- Greater confidence and awareness of college requirements testing and financial aid by high school graduates entering college for the first time
- Increased motivation and interest of educationally or economically disadvantaged students
- Maintained or increased racial parity at FKCC
- Increased enrollment at FKCC of local high school graduates
- Continued cooperation between the College and Monroe County High Schools

SECTION 7. IDENTIFICATION

REACH-OUT is a strong and active program at Florida Keys Community College. The funds requested are to enhance and improve the on-going endeavors that REACH-OUT to the 8th - 12th graders of Monroe County by purchasing necessary audio-visual aids and equipment. Funds are also requested to print a "moving on" publication which will be a new phase of the High School Recruitment Program.

ABSTRACT/SUMMARY

Serving as the postsecondary institution for Monroe County, Florida Keys Community College is located in one of Florida's highest cost of living areas. Even though people hold multiple jobs, the mean household income in Key West is approximately $16,200. The number of professional and high technology jobs are limited and competition for these jobs is high. Because of these and other factors, many of the residents of Key West can be classified as low income or economically disadvantaged and may also be lacking in educational motivation.

Florida Keys Community College has an already established and active COLLEGE REACH-OUT PROGRAM geared for students in grades 8 - 12. Two major components of the program are the EIGHTH GRADE VISITATION PROGRAM and the HIGH SCHOOL RECRUITMENT PROGRAM. These programs are consistent with the stated goals and commitments for equal access and/or equal opportunity in public education, as set forth by the State and Department of Education.

The funds requested ($6,710) are to enhance and improve the established programs by purchasing audio-visual aids, audio-visual equipment and the printing of a "moving-on to college" publication. FKCC will match the amount with in-kind services (salaries, fringe benefits, etc. amounting to $6,780).



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